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Please add the following new claim.

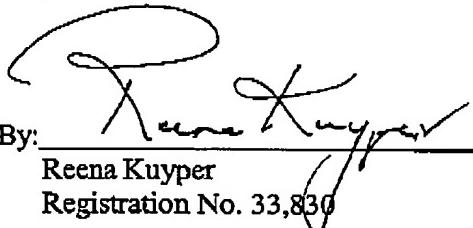
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96. (New) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor site of claim 17 wherein the on-line service is coupled to the commercial transaction communication system and adapted to electronically communicate with the commercial transaction communication system.

**REMARKS**

Applicant requests the above amendments to claims 17-30, 36, 45, 48, 50, 53-54, 56-57, 61-62, 64-73, 77, 82-84, 87-88, 93, 95 as indicated below, to further clarify them, and has added one more additional dependent claim that depends from claim 17. Applicant respectfully requests favorable consideration and allowance of these claims. The claims here are distinct from the prior art asserted by the examiner and the prior art otherwise of record.

Respectfully submitted,

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**MARKED VERSION:**

17. (Twice Amended) A commercial transaction communication system for selectively enabling communications including video between multiple buyers and [a plurality of different] one or more vendor sites, for accomplishing electronic commerce transactions, wherein at least [certain] one of the vendor sites or the commercial transaction communication system or both are associated with (1) a data site for storing data for the at least one [or more vendors] vendor and (2) an audio response unit or (3) an operator interface or (4) both, the communications between the multiple buyers and the at least one vendor [sites] site enabled through lines of a public communication system, comprising:

processor capability for selectively controlling communications between certain multiple buyers and [certain] the at least one vendor [sites] site, the processor selectively processing communications based on an area of interest indicated by certain multiple buyers (a) via remote terminals with a video display via an on-line computer service, or (b) via remote telephonic terminals responding to automated voice prompts from the audio response unit, or (c) via an operator interface, the processor capability utilizing the area of interest to determine responsive data relating to the area of interest from the data site and providing the responsive data to the certain multiple buyers via the remote terminals with a video display, the remote telephonic terminals or the operator terminal;

a dynamic video storage system associated with the data site of the at least [certain] one vendor [sites] site for storing video data including dynamic video data or high resolution still video images or both, wherein select video data is determined for the certain multiple buyers under control of the processor, the select video data responsive to

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the area of interest indicated by the multiple buyers via the remote terminals with a video display; and

an interconnect system adapted to electronically couple the terminals with video display, enabled via lines of the public communication system, with the at least one vendor [sites] site and to provide certain of the multiple buyers with text data from the data site and the select video data responsive to the area of interest.

18. (Twice Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 17, wherein each terminal with video display for use by the multiple buyers has a video codec.

19. (Twice Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 17, wherein the form of communication is analog.

20. (Twice Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 17, wherein the form of communication is digital.

21. (Twice Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 20, wherein the digital communication includes digital video.

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22. (Twice Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 17 wherein the on-line service is incorporated within the commercial transaction communication system.

23. (Twice Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 17 further including a memory for storing data on said buyers including buyer identification data and commercial transaction data relating to at least certain buyers.

24. (Twice Amended) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 17, wherein the processor selectively provides only dynamic video.

25. (Three Times Amended) The commercial transaction system of claim 17 further including an audio system for provision of audio from the at least [certain of the] one vendor [sites] site to certain multiple buyers in combination with a high resolution still image.

26. (Twice Amended) The commercial transaction communication system of claim 25 wherein the audio system provides voice from the at least one vendor [sites] site.

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27. (Twice Amended) The commercial transaction communication system of claim 26 wherein the audio system provides real-time voice communication from the at least one vendor [sites] site.

28. (Twice Amended) The commercial transaction communication system of claim 17 wherein the dynamic video storage is compatible with a camera input associated with [certain] the at least one vendor [sites] site.

29. (Twice Amended) The commercial transaction communication system of claim 28 wherein the camera is adapted to image a person at [certain] the at least one vendor [sites] site.

30. (Twice Amended) The commercial transaction communication system of claim 17 wherein the dynamic video storage stores both dynamic video and high resolution images at, the at least one [certain of the] vendor [sites] site or at another location remote from the vendor [sites] site.

36. (Twice Amended) The commercial transaction communication system of claim 35 wherein the video communications between multiple buyers and the at least one vendor [sites] site may include two-way video.

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45. (Twice Amended) The commercial transaction system of claim 17 wherein said commercial transaction data includes electronic data interchange (EDI) data at both the buyer location and the at least one vendor [sites] site.

48. (Twice Amended) The commercial transaction communication system of claim 17 wherein the multiple buyers provide identification data on-line for [registrations] registration or billing purposes.

50. (Twice Amended) The commercial transaction communication system of claim 17 wherein the at least one vendor [sites] site may be identified with select classifications.

53. (Twice Amended) The commercial transaction system of claim 17, wherein the processor further includes an inventory control system to track vendor products or services in relation to the at least one vendor [sites] site.

54. (Amended) The commercial transaction system of claim 53, wherein the at least one vendor [sites indicate] site indicates to the multiple buyers when a particular product or service relating to the area of interest is unavailable.

56. (Amended) The commercial transaction system of claim 17, wherein certain multiple buyers provide identification data to the at least one vendor [sites] site under control of the processor, wherein at least a part of the identification data is an electronic mail address for each of the multiple buyers.

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57. (Amended) The commercial transaction system of claim 56, wherein the at least one vendor [sites route] site routes electronic mail to the electronic mail address for each of certain multiple buyers, the electronic mail including [the] select video data as a part of the electronic mail, the select video data being either high resolution or dynamic.

61. (Amended) The commercial transaction system of claim 60, wherein the at least one [certain] vendor [sites isolate] site isolates the subset based on the area of interest indicated by the multiple buyers.

62. (Amended) The commercial transaction system of claim 17, wherein certain multiple buyers receive electronic mail from the at least one vendor [sites] site, wherein the electronic mail includes data relating to the consummation of a transaction relating to the area of interest and includes an identification number identifying the consummated transaction.

64. (Amended) The commercial transaction system of claim 17, wherein in search of data relating to an area of interest, a buyer is forwarded from the at least one vendor site to a different vendor site under control of processor or the commercial transaction system or both.

65. (Amended) A method for selectively enabling communications relating to commercial transactions, including video, between multiple buyers and [a plurality of different] one or more vendor sites, at least [certain] one of which include a data site for storing data relating to [a] at least one vendor and an audio response unit or a live operator interface or both

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for accomplishing electronic commerce transactions, the communications between the multiple buyers and the at least one vendor [sites] site enabled through lines of a public communication system, comprising the steps of:

providing terminals with a video display for use by certain of the multiple buyers, wherein each of the multiple buyers are routed to any one of the plurality of vendor sites under control of the commercial transaction communication system and via an on-line computer service, the multiple buyers indicating an area of interest via the terminals;

providing telephonic terminals via which certain of the multiple buyers can access any particular one of the at least one vendor [sites] site, by dialing a toll free number, wherein the multiple buyers are coupled to either the audio response unit or the live operator interface or both, the audio response unit providing automated prompts to certain multiple buyers and the multiple buyers using the telephonic terminals to indicate an area of interest and soliciting data on the area of interest via the audio response unit or the live operator interface or both;

selectively controlling communications between the multiple buyers and the at least one vendor sites, whether initiated via the terminals with a video display or via the telephonic terminals;

storing video data including dynamic video data or still video images at a video storage associated with the data site of the at least [certain] one vendor [sites] site, and determining select video data for the multiple buyers, the select video data responsive to the area of interest indicated by the multiple buyers; and

electronically coupling the terminals with video display, via lines of the public communication system, with [certain] the at least one vendor data [sites] site and

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providing certain of the multiple buyers with text data from the data site and the select video data responsive to the area of interest.

66. (Amended) The method for selectively enabling video communications between buyers and the at least one vendor [sites] site of claim 65, wherein the communications occur in analog format.

67. (Amended) The method for selectively enabling video communications between buyers and the at least one vendor [sites] site of claim 65, wherein the communications occur in digital format.

68. (Amended) The method for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 67, wherein the digital communication includes transmission of digital video.

69. (Amended) The method for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 65, further comprising the step of:

storing data on said buyers including buyer identification data and commercial transaction data relating to at least certain buyers.

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70. (Amended) The method for selectively enabling video communications between multiple buyers and the at least one vendor [sites] site of claim 65, wherein the communications involves transmission of only dynamic video.

71. (Amended) The method of claim 65, further comprising the step of: providing audio from the at least one vendor [sites] site to certain multiple buyers in combination with a high resolution still image.

72. (Amended) The method of claim 71 wherein the audio includes provision of voice from the at least one vendor [sites] site.

73. (Amended) The method of claim 72 wherein the provision of audio further comprises the step of providing real-time voice communication from the at least one vendor [sites] site.

77. (Amended) The method of claim 65 wherein the video communications between multiple buyers and the at least one vendor [sites] site include two-way video.

82. (Amended) The method of claim 65 wherein the commercial transaction data includes electronic data interchange (EDI) data provided at and transmitted from both the buyer location and the at least one vendor [sites] site.

83. (Amended) The method of claim 65, further comprising the step of:

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transmitting identification data for the multiple buyers on-line for registrations or billing purposes.

84. (Amended) The method of claim 65, further comprising the step of:  
identifying the at least one vendor [sites] site with select classifications.

87. (Amended) The method of claim 65, further comprising the step of:  
providing electronic mail address for at least certain of the multiple buyers as part of the identification data provided to the at least one vendor [sites] site under control of the processor.

88. (Amended) The method of claim 87, further comprising the step of:  
routing electronic mail to the electronic mail address for each of certain multiple buyers from [certain] the at least one vendor [sites] site, the electronic mail including [the] select video data as a part of the electronic mail, the select video data being either high resolution or dynamic.

93. (Amended) The method of claim 65, further comprising the step of:  
transmitting electronic mail including data relating to the consummation of a transaction based at least in part on the indicated area of interest and including an identification number identifying the consummated transaction.

95. (Amended) The method of claim 65, further comprising the step of:  
forwarding a buyer from [an area of interest] the at least one vendor site to a different vendor site under control of the processor or the commercial transaction system or both.

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96. (New) The commercial transaction communication system for selectively enabling video communications between multiple buyers and the at least one vendor site of claim 17 wherein the on-line service is coupled to the commercial transaction communication system and adapted to electronically communicate with the commercial transaction communication system.